

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:)	Attorney Docket No. 47004.000180
)	
ROTHMAN, <i>et al.</i>)	Examiner: G. Akers
)	
Serial Number: 09/988,291)	Group Art Unit: 2761
)	
Filed: November 19, 2001)	Confirmation No. 8456
)	
Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING		

2/26/03

INFORMATION DISCLOSURE STATEMENT

Director of the United States Patent
and Trademark Office
Washington, D.C. 20231

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Sir:

In accordance with the duty under 37 C.F.R. § 1.56 of each individual associated with the filing and prosecution of the above-identified patent application (hereinafter, "associated individuals") to disclose all information known to that individual to be material to patentability, Applicants hereby submit attached Form PTO-1449 (modified) listing a cited reference. This submission is made in accordance with 37 C.F.R. §§ 1.97 and 1.98 and § 609 of the Manual of Patent Examining Procedure.

The cited reference, while believed to be of some relevance, is not necessarily considered to teach or suggest any aspect of the invention described and claimed in the above-identified patent application. Applicants hereby expressly reserve the right to swear behind the effective date of the cited reference. Applicants further reserve the right to question the relevance, materiality, and/or prior art status of any of the cited references in whole, in part, or in combination, subsequent to the filing of this information disclosure statement. This information disclosure statement is also not to be construed as a representation that a search has, or has not, been conducted or that no better art exists. Rather, this information disclosure statement discloses only the best references of which the associated individuals are aware.

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**INFORMATION DISCLOSURE STATEMENT
U.S. APPLICATION SERIAL NO. 09/988,291
ATTORNEY DOCKET NO. 47004.000180**

The Examiner is respectfully requested to consider the cited reference, to indicate such consideration by initialing in the space provided next to each cited reference on the enclosed Form PTO-1449 (modified), to sign the initialed Form PTO-1449 (modified), and to return a copy of the same with the next communication to the Applicants.

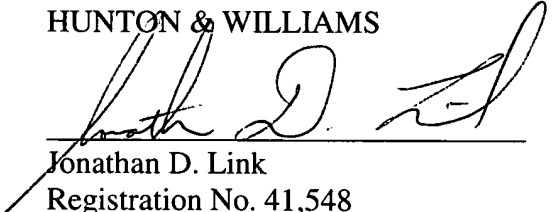
In accordance with 37 CFR § 1.97(c), this information disclosure statement is being filed (i) before the mailing date of a final Office Action for the above-identified patent application; or (ii) before the mailing date of a Notice of Allowance for the above-identified patent application. Accordingly, this information disclosure statement is accompanied by a check or an authorization to charge the information disclosure statement submission fee of \$180.00 under 37 CFR § 1.17(p) to Deposit Account No. 50-0206.

Please charge any shortage in fees due in connection with the filing of this communication to Deposit Account No. 50-0206, and please credit any excess fees to such deposit account.

Respectfully submitted,

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